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**MUNICIPAL ECONOMIC
GROWTH ACTIVITY**

MEGA Knowledge for VIP Investments

On September 28, 2006, shoulder-by-shoulder with other FDI promoters in Serbia, MEGA presented its capacity building program for effective promotion to attract investments to Vojvodina municipalities, at the Vojvodina Investment Promotion (VIP) Fund seminar Knowledge for Investments.

“Vojvodina municipalities are open for investments” - this is the message sent out of this seminar. More importantly, these municipalities are also open for learning more about techniques and tools for attracting investments: 50 participants from 29 municipalities gathered together to hear about effective municipal marketing for attracting investments and promotion at international fairs from the World Bank’s Serbia Investment Promotion Programme - SIPP/MIGA, Municipal Economic Growth Activity – MEGA/USAID, German Organization for Technical Cooperation (GTZ), Serbia Investment and Export Promotion Agency (SIEPA) and Beomedia but, also, to hear the best practices examples and find out about the assistance and support they can get from these organizations.

Mirjana Stanković, MEGA Training Coordinator, and Jeff Muzzy, LED Team Leader, briefly presented LED training program activities, with a special highlight on MEGA effort to build the municipal marketing capacity for attracting investors. Following the presentation, municipal representatives took this opportunity to express interest in joining MEGA program and to enquire about its scope of work and current activities.

“I would like to thank MEGA for the presentation at this workshop. Your practical advice and suggestions on how municipalities should organize their marketing efforts in order to attract investments, including a best practice example - Vranje Municipality presentation for potential investors, raised significant interest of Vojvodina municipalities in MEGA activities”, said Maja Grizelj, VIP Fund FDI Advisor in the thank-you note sent to MEGA and concludes: *“We hope that MEGA will continue to support the activities of VIP Fund and to cooperate with it, thus contributing to an improvement of the overall investment climate in Vojvodina and Serbia.”*



Mirjana Stanković and Jeff Muzzy present MEGA Municipal Capacity Building for Attracting Investments at the VIP Fund Seminar *Knowledge for Investments* in Subotica on September 28, 2006. Left to right: Matej Kovač (SIPP/MIGA), Branislav Bugarski (VIP Fund Acting Director) and Dragana Đurica (SIEPA).